## Library

Susan Flannery, Director • 449 Broadway, Cambridge • 617.349.4040

### Library

- Checked out 1,458,167 items
- Added 46,566 new books, CDs, DVDs and other materials to the collection
- Registered 10,450 new cardholders, for a total of 68,175 cardholders, a 9% increase
- Processed 230,968 incoming and 126,380 outgoing reserves
- Offered 184,045 computer sessions
- Answered 292,468 questions, a 21% increase
- Provided 292,046 sessions with online databases for in-house and remote users
- Delivered 8,803 books to homebound seniors, senior housing, nursing homes and assisted living facilities
- Accommodated 82,604 individuals at 2,834 library programs
- Hosted 508 community events and meetings in library buildings
- Attracted 2,558,540 page views on our website, a 10% increase
- Downloaded 24,426 e-books and audio books, an 89% increase
- Almost 100% of incoming audiovisual materials and 75% of print materials were pre-processed with covers, labels and tags
- Scheduled 820 individual tutorials in reading, writing, speaking and comprehending English
- Lent e-readers 1,375 times

## **Highlights and Accomplishments**

- It has been a busy year for the Teen Room which hosted Wii tournaments, Cinebibliotrivia, a SAT Quiz Bowl, poetry slams, drop-in book discussions for the CRLS summer reading list, a visit from the Henna Lady and an end-of-the school year Karaoke party. Teens were enthralled by the paranormal power of the Fierce Reads tour. Warriors fans came out in droves to meet author Erin Hunter; Ruta Sepetys gave a stirring presentation about her new book Out of the Easy; and Maggie Stiefvater transformed the Teen Room into a literacy nightclub when she spoke about Raven Boys. In addition to writing on their blog, the Teen Room created a Harlem Shake video.
- Bookshop, a monthly reading group for adolescents, merges print, social media and design as participants meet to discuss a book and then work on a related project together. Projects include creating old time radio ads, designing alternate book covers, retelling the story, making trailers and making a stop motion animated film. Results are posted on Bookshop's blog.
- To celebrate the creation of upper schools, the Library developed a summer reading program for students moving on to the new schools. Students, acting as peer readers' advisors, contributed over 350 reviews to the "us, reading" blog.
- Teen librarians visited every elementary school graduating class to talk about the Main Library Teen Room and what it can offer to students as they move on to CRLS.
- The Children's Room continues to be a popular destination for Cambridge families. With funding from the Curious George Foundation, the stairway to the Children's Room and the program rooms were transformed with images from the Curious George

- books by Cambridge residents Hans and Margret Rey. The program room was named The Curious George Room and the story time room was named the Rey Room.
- Crowds of enthusiastic children armed with crayons and safety scissors made pigeon finger puppets under the direction of Caldecott honoree Mo Willems and Tom Warburton, authors of *Don't Let the Pigeon Finish This Activity Book!* Bob Shea organized our first toddler dance party when he visited to speak about his new book, *Dinosaur vs. the Library*. Adam Gidwitz and George O'Connor took hundreds of local school children to the darker side of fairy tales and Greek mythology respectively.
- In cooperation with Candlewick Press on the occasion of its 20<sup>th</sup> anniversary, the Children's Room hosted a panel discussion on the evolution and future of the picture book. Anita Silvey shared her extensive knowledge of children's literature in a discussion of her new book, Children's Book-a-Day Almanac.
- As part of the commemoration of the 100<sup>th</sup> anniversary of Speaker Tip O'Neill's birth, the Library presented an exhibit of artifacts from the Boston College collection and hosted three discussions with O'Neill family members, former O'Neill staff members, *Hardball's* Chris Matthews and members of the community.
- Cambridge READS, the citywide book club, selected Cambridge author Audrey Schulman's *Three Weeks in December* to celebrate its tenth year. Companion programs included a presentation by Zoo New England and a discussion of the disappearance of African wildlife courtesy of Harvard's Committee on African Studies.
- The Library celebrated Black History Month with two programs, "Screening Slavery: Reconciling History and Hollywood for Public Consumption" presented by Dr. Kellie Carter Jackson and "Hip Hop: The Lingua Franca of the World's Youth" presented by Marcyliena Morgan, both from the African and African-American Studies Department at Harvard University.



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- The digitization of Cambridge historic newspapers was featured at the International Federation of Library Associations and Institutions World Library and Information Congress in Singapore. Throughout the year, this online collection was visited 32,961 times and users crowd sourced over 27,000 lines of text.
- The Friends of the Library participated in "Wikipedia Loves Libraries" with a focus on creating entries using the Library's archives and historical collections. Topics included City Hall, Harvard and Kendall Squares and the Minuteman Library Network.
- Forty-five Nook e-readers were added to the collection. They were pre-loaded with popular fiction and non-fiction titles and new titles are regularly added.
- Significant additions to the electronic collection include ISTOR, a collection of academic primary and secondary sources widely used by students; the Vogue Archives; African American Heritage; and Lynda, a subscription library of self-directed courses in creative, business and technical subjects.
- The Massachusetts Library Association presented the Library with public relations awards in five categories: Booklist, Brochure, Poster, Community Reading Program and Summer Reading Program.
- Cooperative relationships with organizations such as Swissnex, the Cambridge Science Festival, the Pro Arte Orchestra, Massachusetts Cultural Council, the Cambridge and Boston Symphony Orchestras, Cambridge Community Television, National Association for Mental Illness (NAMI), Grow Native Cambridge and World Book Night have generated lively and diverse programming for the Community.
- Temple Grandin, author of *The Autistic Brain: Thinking Across the* Spectrum; Zadie Smith, author of NW; Newbery Medal winner Neil Gaiman, author of *The Ocean at the End of the Lane*; and Pulitzer Prize winner Junot Diaz, author of *This Is How You Lose Her*, spoke about their work to capacity crowds.
- Thanks to the assistance of the Cambridge Commission on Persons with Disabilities, a Braille embosser was installed in the Information Commons.
- The "Awesome Box" project was initiated in cooperation with the Harvard Library Innovation Lab. Library users return items they think are awesome through a special return slot at the Main Library. When these items are checked in, they go to the Awesome Box webpage where other readers can find them. Titles have direct links to the Minuteman catalog.

#### **Literacy Initiatives**

- The Horn Book, Reach out and Read, and the Library sponsored "Fostering Lifelong Learners" a conference to explore the development of foundational language and vocabulary skills in children ages 0-5. Over 100 early childhood educators, pediatricians, librarians, child care providers, publishers and experts in children's literature from across the country discussed research findings, shared successful implementation methods and identified challenges.
- In partnership with the Cambridge Public Schools, the Library hosted an open house for parents of incoming kindergarten students.
- Three levels of a 12-week Introductory Computer Skills class was offered in the fall and spring.



Over 300 individuals received one-on-one assistance in preparing a resume and applying for jobs online.

#### **Boudreau Branch**

Over 2,600 residents attended the 146 programs offered throughout the year.

#### **Collins Branch**

• Program attendance increased 10%.

#### **Central Square Branch**

- Dr. Kellie Carter Jackson, Harvard College Fellow in the African and African American Studies Department, was the featured speaker at the 38th annual commemoration of the birth of Rev. Dr. Martin Luther King, Jr.
- Drop-in homework assistance programs were held twice a week during the school year.
- Program attendance increased by 18%.



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#### O'Connell Branch

- Dr. Amy Kwei, author of A Concubine for the Family, read passages from her book to a capacity crowd at the biannual neighborhood pot luck dinner.
- Circulation grew 4% and program attendance increased 14%.

#### O'Neill Branch

- City officials, O'Neill family members and residents unveiled a mural celebrating the life of Speaker of the House Thomas P. "Tip" O'Neill on the 100<sup>th</sup> anniversary of his birth. The mural, painted by Joshua Winer and David Fichter, is located on the exterior wall facing Yerxa Road.
- Attendance doubled at the monthly Pajama Story Hour, done in cooperation with the Center for Families and overall program attendance grew 11%.

#### Valente Branch

- To welcome the Cambridge Street Upper School to the neighborhood, the Library initiated a library card campaign for students in grades six through eight. Staff visited all classes to promote the Library and summer reading. All seventh grade English Language Arts classes toured the library and researched their school projects.
- Program attendance increased 8% no doubt driven by the success of: the 28<sup>th</sup> annual celebration of the Manuel Rogers, Sr. Center for

Portuguese Studies and Culture, the 3rd Fall Harvest Festival, the 1st Spring Egg Hunt, and weekly family sing-a-longs Hora de Cantar em Portugues and Hora de Cantar en Espanol offered in Portuguese and Spanish respectively.

"Thanks again for helping to provide the Cambridge community with such a wonderful place to learn and work!"

Joe Diaz



## **License Commission**

Michael Gardner, Chairman; Elizabeth Lint, Executive Director • 831 Massachusetts Ave, Cambridge • 617.349.6140

The Cambridge License Commission, comprised of an appointed Chairperson, the Fire Chief and the Police Commissioner, is responsible for issuing licenses and enforcing rules, regulations, local ordinances and state laws that regulate the sale of alcoholic beverages, the operation of restaurants, package stores, hotels, entertainment, taxicabs and drivers, parking lots, garages, peddlers, lodging houses and other individuals and establishments in the city, as well as the Pole and Conduit applications and Noise Ordinance enforcement.

The front office staff continued to dedicate much of its time to renewing and issuing annual and special one-day licenses, as well as hackney and pedicab licenses, that accounted for over \$2 million in revenue, funding the complete cost of operations for the Commission's office and field investigators.

### **Highlights and Accomplishments**

- Launched a pedicab pilot program to offer visitors and residents a green alternative mode of transportation.
- Continued to work with the Community Development Department and the Inspectional Services Department to coordinate and expand the Riverfront Mobile Food Program to include North Point.

 Promulgated new rules and regulations for dispatch operators in the taxi industry.

